

Taiwanese Travelers to
CALIFORNIA

Prepared for
California Tourism



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EXECUTIVE SUMMARY

TAIWANESE TRAVELERS TO CALIFORNIA

Total Market. Of 319,000 Taiwanese visitors to the U.S., 59.8%, or 191,000 visited California in 2005. This represented a 7.9% increase from 2004, and a drop of 34% from the peak year of 1997. Taiwanese arrival volumes at California ports-of-entry were showing a decrease in 2006 after increasing over the previous two years.

	Visitors to CA from Taiwan (est.)	Taiwan to CA as % of total US
1994	251,000	66.2%
1995	255,000	61.7%
1996	269,000	64.8%
1997	289,000	65.3%
1998	256,000	66.2%
1999	272,000	60.0%
2000	273,000	59.6%
2001	232,000	65.0%
2002	184,000	63.9%
2003	151,000	63.3%
2004	177,000	59.6%
2005	191,000	59.8%

Main Destination. About four-fifths of all Taiwanese visitors to California (81%) reported California was the main destination of their U.S. trip. Leisure visitors from Taiwan reported an even higher percentage (85%).

Purpose of Trip. Among all Taiwanese visitors to California in 2005, 52% reported vacation/holiday was one of their major reasons for traveling. Other reasons for traveling included visiting friends/relatives (52%), business (39%), and attending a convention (16%).

Visitors often report multiple purposes of trip. Most leisure visitors from Taiwan (77%) reported visiting friends and relatives in California in 2005. The proportion of leisure visitors who were on vacation/holiday was 74%.

Port of Entry. A combined total of 86% of Taiwanese visitors to California entered the U.S. through west coast ports. More than half (55%) entered through Los Angeles, followed by San Francisco (29%), and Seattle (2%).

Top Metropolitan Areas Visited in California. Taiwanese visitors to California in 2005 tended to center their trip itineraries on the major cities of Los Angeles (64%), San Francisco (33%) and San Jose (14%).

Leisure/Recreation Activities. The top leisure and recreation activities reported by visitors from Taiwan, whether traveling for business or leisure, were shopping, dining and sightseeing.

Advance Trip Decision. In total, Taiwanese travelers to California reported making their trip decision 43 days in advance of their trip. This is a shorter average trip decision time than the 90 days reported by all overseas visitors to California. Taiwanese leisure travelers made their trip decision of 50 days in advance of their trip.

Means of Booking Air Trip. Almost two-thirds of Taiwanese travelers to California (64%) booked their air trip via a travel agent, down from 67% in 2004. This result was a little higher than the other major overseas markets to California (57%).

Means of Booking Lodging. About 28% of all Taiwanese visitors and 20% of Taiwanese leisure travelers pre-booked their lodging via a travel agent. In 2005, 7% of Taiwanese travelers reported booking lodging through friends or relatives, compared to 5% in 2004.

Trip Information Sources. Among Taiwanese visitors to California, the most frequently mentioned sources of information included: a travel agency (60%), followed by personal computer (27%), direct information from airlines (20%), friends/relatives (18%), and corporate travel departments (10%).

Length of Stay. Taiwanese visitors stayed an average of 17.9 nights in the U.S. and 11.5 nights in California. In comparison the length of stay for all overseas visitors to California was 10.6 nights in the state.

Sex and Age. Men comprised 62% of Taiwanese travelers to California with a median age of 40 years. This is about the same median age reported by all overseas visitors to California (42 years). Women represented 38% of all Taiwanese travelers to California in 2005, with a median age of 35 years compared to 40 years reported by all overseas female visitors. Looking at leisure travel only, about 49% of Taiwanese leisure travelers to California are men and 51% are women.

Travel Party Size. Most (92%) of Taiwanese travel groups consist of adults only. Only 8% of Taiwanese travel groups to California include children. The mean travel party size for all Taiwanese visitors to the state was 1.6 people and the party size for leisure visitors was also 1.6 people.

Annual Household Income. Visitors from Taiwan reported somewhat lower median household incomes (\$62,900) relative to all overseas visitors to California (\$78,800). The median household income of Taiwanese leisure visitors to California was (\$62,600).

Accommodations. Almost two-thirds of Taiwanese visitors (64%) to California chose a hotel or motel as their primary type of accommodation during their stay in 2005. This proportion is lower

than the 79% reported by all overseas visitors to California. Taiwanese leisure visitors also reported a low propensity to stay in a hotel/motel (46%). A relatively high 44% of all Taiwanese visitors and 66% of Taiwanese leisure visitors stayed in a private home in 2005.

Use of Prepaid Package. In 2006, 16% of Taiwanese visitors and 14% of Taiwanese leisure visitors used prepaid packages.

Expenditures. Visitors to California from Taiwan spent an estimated 264 million dollars in California in 2005. Taiwanese visitors were spending an average of \$120 per day during their visit. Leisure visitors from Taiwan spent an average of \$99 per day. Each visitor to California from Taiwan spent an average of \$1,380 in the state, and each leisure visitor spent an average of \$1,445 in California.

Average International Airfare. Average international airfare to the U.S. was \$1,414 for Taiwanese visitors and \$1,334 for Taiwanese leisure visitors.